

Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of the claims in the application.

Listing of Claims:

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1. (Presently amended) A system for storing and correlating various different identification and attribute information about a product, said system comprising:

a database ~~that stores~~ to store a plurality of identifiers for each product, and relationships between the identifiers, and for each identified product, a plurality of product attributes; and

a data collector ~~for retrieving~~ to retrieve product information from at least one external source and automatically ~~associating~~ to associate said retrieved product information with ~~the~~ prestored product information on the database and ~~normalizing~~ to normalize said retrieved product information in accordance with the prestored product information ~~already stored in the database.~~

2. (Presently amended) The system of claim 1, wherein the identifiers are selected from at least two of the following:

at least one of a manufacturer's model number associated with a manufacturer ~~or~~ and other identifiers used by the manufacturer;

at least one of a distributor's part number associated with a distributor or
and other identifier used by a the distributor of said product;

at least one of one or more vendor's SKUs an SKU associated with a
vendor or and other identifier used by the one or more vendors the vendor; and
a serial number.

3. (Presently amended) The system of claim 1, wherein the database further stores information about features of the product.

4. (Presently amended) The system of claim 1, wherein the database is
utilized to assign a universal SKU to each product.

5. (Original) The system of claim 1, wherein the database is a relational database and the relationships between the identifiers is stored as a tuple.

6. (Original) The system of claim 5, wherein the database is controlled by SQL.

7. (Original) The system of claim 1, wherein said database is contained in a server connected to a distributed network.

8. (Original) The system of claim 2, wherein the distributed network is the Internet.

9. (Presently amended) The system of claim 8, further comprising ~~one or more~~ at least one third party server connected to the system through the Internet.

10. (Presently amended) A method of storing product information in a database, the method comprising ~~the steps of:~~

gathering product information from diverse external sources;

loading the gathered product information into the database;

for each product in said gathered information, determining whether it is already present in said database, and if so,

translating associated product attribute information in said gathered information into a canonical representation as determined by an alias list in said database;

for each product determined as not being already present in said database, adding a product identifier and related product information to said database, wherein the database determines and stores the relationships between the various product identifiers for each new product represented in newly gathered

information and stores information regarding the related product information for that product according to alias lists for product information terminology stored in said database.

11. (Presently amended) The method of claim 10, further comprising: ~~the step of~~

b) transmitting the product information to a third-party server, wherein the transmitted product information contains a product identifier used by the third-party server.

12. (Presently amended) A computer-implemented method for providing to a user at a single user-interactive location information relating to at least one of a product ~~or~~ and a service of interest to the user, the method comprising ~~the steps of~~:

gathering information on at least one of the product ~~or~~ and the service, including at least two of the following types of information:

(1) a general description of the at least one of the product ~~or~~ and the service that includes ~~the product/service's~~ at least one of the product features and the service features,

(2) a numerical user rating of the at least one of the ~~the product/service~~
the product and the service,

(3) ~~one or more~~ at least one of the user reviews of the at least one of
~~product/service~~ the product and the service,

(4) ~~one or more~~ at least one of an-industry review of the at least one of
~~product/service~~ the product and the service,

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(5) ~~one or more comparisons~~ at least one of the comparison between the at
least one of ~~product/service~~ the product and the service and other similar
items,

(6) a list of ~~one or more vendors~~ at least one of the vendor that sell sells
the at least one of ~~product/service~~ the product and the service,

(7) a list price of the at least one of ~~product/service~~ the product and the
service;

(8) a price for the at least one of ~~product/service~~ the product and the
service at each of the ~~one or more vendors~~ at least one vendor,

(9) data on the availability of the at least one of ~~product/service~~ the
product and the service at each of the ~~one or more~~ at least one vendor,

(10) a profile on each of the ~~one or more vendors~~ at least one vendor, and

(11) ~~a rating and/or review~~ an at least one of a rating and a review for each
of the ~~one or more vendors~~ the at least one vendor;

storing the gathered information according to ~~product/service~~ an at least one of the product identification and the service identification; and

outputting said information to said user in a format whereby said user as has access to ~~all of~~ the gathered and the stored information related to the ~~product/service~~ at least one of the product of interest and the service of interest; and

suggesting at least one of a complementary product and a complementary service offered for sale with the at least one of the product and the service.

13. (Presently amended) The method of claim 12, further comprising ~~the~~ steps of:

displaying a ~~product/service~~ list identifying a plurality of ~~products/services~~ the at least one of the products and the services; and

receiving a user product input selecting ~~one of the products/services from~~ the at least one of the products and the services from ~~the product/service~~ the list, wherein the ~~step of~~ displaying information displays information on the selected ~~product/service~~ at least one of the products and the services.

14. (Presently amended) The method of claim 13, further comprising the ~~steps of:~~

displaying a class list identifying a plurality of classes of ~~products/services~~
the at least one of the products and the services; and

receiving a user class input selecting one of the classes of ~~the~~
~~products/services~~ from the class list, ~~wherein the step of~~ and

displaying a ~~product/service list displays the product/service list~~ the at
least one of the products and the services corresponding to ~~for~~ the selected class.

15. (Presently amended) The method of claim 13, further comprising the ~~steps of:~~

displaying a feature list identifying a plurality of ~~product/service features~~
the at least one of the product features and the service features; and

receiving a user feature input selecting ~~one or more of the product/service~~
~~features~~ the at least one of the product features and service features from the
feature list, wherein ~~the step of;~~

displaying a product/service list displays the products that have the one
~~or more~~ the at least one of the product and the service corresponding to the at
least one selected of the product feature and the service feature selected product
features.

16. (Presently amended) The method of claim 12, wherein ~~during the step of~~
displaying ~~information on a product, the information~~ further comprises
displaying a picture of the product.

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17. (Presently amended) The method of claim 12, further comprising: ~~the step~~
of
allowing the user to add to the stored information a user review of the
product/service at least one of the product and the service.

18. (Presently amended) The method of claim 12, further comprising: ~~the step~~
of
allowing the user to add a rating of the ~~product/service~~ at least one of the
product and the service, wherein the rating is combined with ~~the~~ an existing
numerical user rating to form a new numerical user rating.

19. (Presently amended) The method of claim 12, further comprising ~~one or~~
~~more~~ at least one evaluation ~~evaluations of the at least one~~ ~~one or more user~~
~~reviews~~ user review.

20. (Cancelled) The method of claim 12 further comprising the step of suggesting one or more complementary products/services that may be purchased along with the product/service of interest.

21. (Presently amended) The method of claim 10, further comprising: ~~the steps of~~

b1 assigning unique integer identifiers to each character string contained in said product information, ~~and~~;

associating each unique integer identifier with its corresponding string in a look-up table; and

creating a file containing product identification information and product attribute information in the form of a listing of said unique integer identifiers;

whereby client queries to said database are traversed across said file, relevant integer identifiers are retrieved, and corresponding character strings are obtained from said look-up table for presentation to a client.

22. (Presently amended) A method of carrying out a computer-implemented parameter-based search of a database containing records corresponding to various products, which include information identifying a plurality of definable parameters describing said products, comprising ~~the steps of:~~

assigning a token integer to each character string corresponding to a particular parameter in said record database, wherein the value of the token integer corresponds to the location of the start of said character string in the database;

bl creating a look-up table of character strings, each being associated with its assigned token integer;

creating a record search file from said records in said database, wherein information from said database is reorganized sequentially by parameter type, and all token integers for each parameter type are arranged sequentially adjacent to each other;

retrieving a parameter search query from a user; and

carrying out said search query by traversing said record search file.
